

FILE

fashion/calendar

Ruth Finley, Publisher /a weekly publication /23nd year

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1963

JANUARY							FEBRUARY							MARCH							APRIL							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
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MAY							JUNE							JULY							AUGUST							
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SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER							
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22	23	24	25	26	27	28	20	21	22	23	24	25	26	27	17	18	19	20	21	22	23	22	23	24	25	26	27	28
29	30						27	28	29	30	31				24	25	26	27	28	29	30	29	30	31				

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, AUGUST 23, 1963</u>			
August 22	GIMBELS' RELEASE DATE--Fall shoe collection. (Press Preview, August 21.)		
Thursday	PREVIEW: HOLIDAY	SWIRL, INC.	1350 BROADWAY
August 22	COLLECTION		SHOWROOM - 16TH FLOOR
11:00 A.M.	Swirl will present their new collection of Holiday fashions. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.		
Aperitif			
Beginning	OPENING: HOLIDAY	RUDI GERNREICH FOR	1407 BROADWAY - RM.600
Thursday	KNITWEAR COLLECTION	HARMON KNITWEAR	CHARLES ROSE OFFICES
August 22	Continuous showings of knitwear- ^{Summer} dresses, at-home fashions and separates, ^{Sportswear} designed by Rudi Gernreich. Contact: BR. 9-5664.		
Beginning	OPENING: HOLIDAY AND	LADY MANHATTAN	1407 BROADWAY
Thursday	RESORT COLLECTION		SHOWROOM - 15TH FLOOR
August 22	Shirts and color-coordinated silk pants and skirts; "Country Cousins" shirts for casual living; and viyella shirts. Contact: CO. 5-2975.		
Beginning	OPENING: HOLIDAY SILK	EMPIRE HOUSE-	1407 BROADWAY - RM.600
Thursday	DRESS COLLECTION	HONG KONG	CHARLES ROSE OFFICES
August 22	Holiday and cruise silk dresses. Continuous daily. Contact: BR. 9-5664.		
August 23	OHRBACH'S RELEASE DATE--Children's back-to-school fashions. (No Show)		

WEEK BEGINNING MONDAY, AUGUST 26, 1963

August 26	PARIS PICTURE RELEASE DATE--(Showings not individually released previously)		
Monday	PRESS PREVIEW OF	BONWIT TELLER	6TH FLOOR
August 26	MILLINERY IMPORTS		
9:30 A.M.	Bonwit Teller will preview their imported hats from France, Italy, Spain.		
Breakfast	By invitation. (Release, Tues., Aug. 27.) Publicity: Rea Lubar, EL.5-6800.		
Monday	INTRODUCING "SWEATER	KNITTED OUTERWEAR	WALDORF-ASTORIA
August 26	QUEEN OF 1963"	FOUNDATION	JANSEN SUITE
10:00 A.M.-	The "Sweater Queen of 1963" and "Junior Sweater Queen of 1960" will be		
12:00 Noon	introduced to the press and retailers. By invitation. (The eighteenth annual Sweater Week will begin Sept. 23.) Contact: Edward Brandwein, 386 Park Avenue So., MU. 3-7520.		
August 26	GIVENCHY PRESS SHOW IN PARIS--MONDAY, AUGUST 26, AT 3:00 P.M.		
Monday	CHILDREN'S FASHIONS	B. ALTMAN & CO.	444 EAST 57TH STREET
August 26	BY BILL BLASS		PENTHOUSE "F"
4:30 P.M.	"Young Fashionables"--press preview of children's fashions, designed by Bill Blass. By invitation. (For Release, Thurs., Aug. 29.) Publicity:		
Tea	Kay Robinson, OR. 9-7800.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday August 26	OPENING: HOLIDAY & EARLY SPRING WOOLS	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Holiday and early Spring wools at daily informal showings. By appointment from 9:00 to 5:00. Contact: Audrey Brock, OX. 5-6440.		
Monday August 26-	SPRING-SUMMER '64 FABRIC COLLECTION	DU PONT COMPANY	EMPIRE STATE BLDG. 4TH FLOOR
Sept. 20	A display of fashion fabrics containing Du Pont textile fibers. By invitation. Contact: Patricia McGinn, 971-4653.		
August 27	BALENCIAGA PRESS SHOW IN PARIS--TUESDAY, AUGUST 27, AT 10:30 A.M.		
Tuesday August 27 4:00 P.M. Cocktails	PREVIEW: FASHIONS FROM HONG KONG Alexander's will present fashions from Hong Kong. By invitation. (For Release, Fri., Aug. 30.) Publicity: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE
Wednesday August 28 9:30 A.M. Coffee	PRESS PREVIEW: NEWLY DECORATED ROOMS "Young Sloane" -- newly decorated rooms for apartments. By invitation. (For Release, Fri., Aug. 30.) Publicity: Reni Kuhn, OX. 5-3800, Ext. 450.	W & J SLOANE, INC.	414 FIFTH AVENUE 2ND FLOOR
Wednesday August 28 12:30 P.M. Luncheon	PREVIEW: MICHAEL OF LONDON FASHIONS Michael of London fashions at preview for the press. By invitation. (For Release, Thurs., Sept. 5.) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	9TH FLOOR CONFERENCE ROOM
August 29	ALTMAN'S RELEASE DATE--Children's fashions by Bill Blass. (Preview, Aug. 26)		
Thursday August 29 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order fashions, designed by Leslie Morris. By invitation. (For Release, Tues., Sept. 3.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
August 30	ALEXANDER'S RELEASE--Fashions from Hong Kong. (Preview Aug. 27--See Above)		
Friday August 30 9:30 A.M. Breakfast	PRESS PREVIEW: FALL MATERNITY FASHIONS Bonwit Teller will present Fall maternity fashions to the press. By invitation. (For Release, Tues., Sept. 3.) Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Sept. 2	LABOR DAY (Monday)		
Sept. 3	BERGDORF GOODMAN RELEASE DATE--Couture fashions. (Preview Aug. 29--See P. 3)		
Tuesday Sept. 3 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. (For Release, Wed., Sept. 4.) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Beginning Tuesday Sept. 3	OPENING OF HOLIDAY COLLECTION Melba Hobson's collection of sportswear and dressy separates at continuous daily showings. Contact: Bernice Lewis, WI. 7-8178.	MELBA HOBSON FOR MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 3	RESORT AND HOLIDAY KNITWEAR COLLECTION Continuous daily showings of Holiday and Resort knitwear. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
Beginning Tuesday Sept. 3	HOLIDAY, AT-HOME COLLECTION Continuous informal showings of Holiday and at-home sportswear and separates, designed by Leo Narducci. Contact: Marilyn Mazza, LA. 4-4671.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR

RESORT-HOLIDAY OPENINGS BY CALIFORNIA FASHION CREATORS IN LOS ANGELES

Tuesday	Sept. 3: 9:00 A.M. Sydney North; 4:00 P.M. Pat Premo.
Sept. 3-	Sept. 4: 9:30 A.M. Marjorie Michael; 6:00 P.M. Harou.
Sept. 16	Sept. 5: 11:00 A.M. Tabak of Calf. Sept. 6: 11:00 A.M. Sir James; 3:30 P.M. Tori Richards. Sept. 9: 8:30 A.M. Lee Herman, Da-Rue, Lee-Rue; 9:30 A.M. Penelope; 10:00 A.M. & 2:00 P.M. Marjorie Montgomery (daily); 4:00 P.M. DeWeese Designs. Sept. 10: 9:00 A.M. Barney Max Designs, Ltd.; 10:30 A.M. Eddy George; 1:00 P.M. Annette, Whittier. Sept. 11: 8:00 A.M. Rose Marie Reid; 4:00 P.M. Elisabeth Stewart; 6:00 P.M. Rose Marie Reid. Sept. 12: 4:00 P.M. White Stag. Sept. 13: 4:00 P.M. Catalina. Sept. 16: 4:00 P.M. Ivan Frederics. Contact: California Fashion Creators, 740 S. Broadway, Los Angeles.

Cancelled
Sept. 4 GIMBELS' PRESS PREVIEW OF EVENING FASHIONS, ORIGINALLY SCHEDULED FOR
WEDNESDAY, SEPT. 4 AT 9:30 A.M., HAS BEEN CANCELED.

Wednesday
Sept. 4 PRESS PREVIEW OF MACY'S NEW YORK 13TH FLOOR
IMPORT COLLECTION EXEC. DINING ROOM
11:00 A.M. Macy's will present their import collection to the press. By invitation.
(For Release, Fri., Sept. 6.) Publicity: Joan Springler, OX. 5-4400.

Wednesday
Sept. 4 CRUISE AND HOLIDAY MIRSA FOR MALLORY 500 CLUB
KNIT COLLECTION (1410 BROADWAY) 500 SEVENTH AVENUE
4:00 P.M. Preview of Holiday and Resort knits, designed by Mirsa of Italy. Guest
of honor: Marchessa di Gresy. Showing at 4:30 P.M. By invitation.
Cocktails
Continuous thereafter in showroom. Contact: WI. 7-4406. Commentator and
Publicity: Mary Alice Rice, PL. 2-5726.

Beginning
Wednesday
Sept. 4 OPENING: HOLIDAY AND CLARET ORIGINALS, INC. 498 SEVENTH AVENUE
CRUISE COLLECTION SHOWROOM - 8TH FLOOR
Continuous showings of Claret's North and South collection of sportswear
and dresses. Contact: Judith Shorten, LO. 3-6126.

Beginning
Wednesday
Sept. 4 HOLIDAY-RESORT-EARLY ALBERTO IMPORTS, INC. 1407 BROADWAY
SPRING COLLECTION SHOWROOM - 12TH FLOOR
Imported knit costumes, ensembles, and dresses, with new and unusual knit
fabrics and prints. Informal showings. Contact: Mike Salzman, OX. 5-1840.

Sept. 5 ALTMAN RELEASE--Michael of London fashions. (Preview Aug. 28--See Pg. 3.)

Sept. 5 GIMBELS RELEASE DATE--American evening look. (No Preview)

Friday
Sept. 6 PRESS PREVIEW OF BERGDORF GOODMAN 2ND FLOOR
IMPORT COLLECTION Fall-Winter import collection at preview for press. By invitation. (For
11:30 A.M. Release, Mon., Sept. 9.) Publicity: Florence Neff, PL. 3-7300.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 6	MACY'S RELEASE DATE--Import collection. (Preview, Sept. 4--See Pg. 3)		
Friday Sept. 6 4:00 P.M.	PRESS PREVIEW OF HOME FURNISHINGS Opening of Altman's "Lotus Land" home furnishings collection. By invitation. (Release, Tues., Sept. 10.) Publ.: Lorraine Talent, OR. 9-7800.	B. ALTMAN & CO.	5TH FLOOR
Sunday Sept. 8 7:00 P.M.	ANNUAL FASHION AWARDS & EXPOSITION The twenty-sixth annual Neiman-Marcus Fashion Exposition and Awards, for benefit of the Children's Development Center. Tickets: \$25.00 (Black Tie). Contact: Kay Kerr, LO. 4-1200; or Sara Marshall, Neiman-Marcus, Dallas.	NEIMAN-MARCUS	SHERATON-DALLAS HOTEL DALLAS, TEXAS
Sept. 9	BERGDORF GOODMAN RELEASE DATE--Imports. (Preview, Sept. 6--See Above)		
Sept. 9	OPENING OF PUBLIC SCHOOLS IN NEW YORK CITY (Monday).		
Monday Sept. 9 10:30 A.M. Coffee	PREVIEW OF IMPORTS AND REPRODUCTIONS Press preview of French and Italian imports and reproductions. By invitation. (For Release, Tues., Sept. 10--Note Change Of Place.) Publicity: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	HOTEL PLAZA CRYSTAL ROOM
Monday Sept. 9 11:30 A.M.	PRESS PREVIEW: WINTER AND HOLIDAY MILLINERY John Frederics will preview his Winter and Holiday "Hats and Things" to the press. By invitation. Contact: PL. 5-2939.	JOHN FREDERICS	23 WEST 56TH STREET SALON
Monday Sept. 9 5:00 P.M.- 7:00 P.M.	HOUSEWARMING COCKTAIL PARTY Henri Bendel's special housewarming party and preview. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	HENRI BENDEL	2ND FLOOR "10 WEST SHOP"
Beginning Monday Sept. 9	HOLIDAY-RESORT-EARLY SPRING COLLECTION Continuous showings of Holiday, Resort, and early Spring junior collection, designed by Frank Adams. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Sept. 9	OPENING: HOLIDAY COLLECTION Robert Sloan will show his Holiday collection of sportswear, separates, dresses and at-home fashions, designed by Sylvia de Gay. Continuous daily. Publicity: Margaret Hodge, 110 West 51st St., LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Monday Sept. 9- Sept. 14	CALIFORNIA RESORT COLLECTION Wayne Fuller will present his Resort collection of afternoon, country club dresses and costumes. Contact: Dick Steiner, MA. 7-5461 (L.A.); after Sept. 9, CI. 7-2200 (N.Y.).	WAYNE FULLER, INC. (122 E. 7TH ST., L.A.)	HOTEL GOTHAM
Sept. 10	ALTMAN'S RELEASE DATE--Lotus Land collection. (Preview, Sept. 6--See Above)		
Tuesday Sept. 10 9:30 A.M. Breakfast	EVAN PICONE SPORTSWEAR AND REVOLN COSMETICS Preview for the press of Evan Picone's sportswear, accented with Revlon's new "Sportive" look in cosmetics. By invitation. (For Release, Thurs., Sept. 12.) Publicity: Joan Powers, PL. 9-2000.	BEST & CO.	12TH FLOOR RECREATION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 10 9:30 A.M.	PREVIEW: ITALIAN BOUTIQUE FASHIONS "Dea Vivente" collection of Italian boutique fashions for Resort and early Spring, designed by Chiara Ghigi. By invitation. Contact: Ruth Weber, CH. 4-0556. Publicity: Riccardi & Seymour, MU. 8-6380.	VIA VENETO, 7 (DIV.OF GINO PAOLI)	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Sept. 10 11:00 A.M.	PRESS PREVIEW: SPANISH HOME FURNISHINGS Preview for press of Spanish-inspired and originals in home furnishings and accessories. By invitation. (For Release, Thurs., Sept. 12.) Publicity: Mildred Collins, LO. 5-7950, Ext. 515.	STERN'S	7TH FLOOR
Tuesday Sept. 10 12:00 Noon	PRESS PREVIEW OF RESORT COLLECTION Gross Sydney's press preview for Resort of "Petti-4" casual wear for the petite miss; and Terry Rogers' misses sizes. By invitation. Beginning, Tues., Oct. 1, continuous daily. Contact: George Rappaport, CH. 4-3558.	GROSS SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Sept. 11	SAKS FIFTH AVENUE--"Contessina" Int'l junior fashions. (No Press Show)		
Sept. 11	BENDEL RELEASE DATE--Housewarming party. (Preview Sept. 9--See Above.)		
Wednesday Sept. 11 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS The Paris Collections--Fall 1963 at breakfast and luncheon showings. Report and Commentary: Miriam Neubert Purdy, Lord and Taylor. Chmn.: Shanna Simon, Macy's. Prices: Breakfast--\$8.00, members; \$15.00, guests. Luncheon--\$10.00, members; \$20.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON BALLROOM
Sept. 12	BEST'S RELEASE--Evan Picone and Revlon cosmetics. (Preview Sept. 10--See Above)		
Sept. 12	STERN'S RELEASE DATE--Spanish collection. (Preview, Sept. 10--See Above)		
Thursday Sept. 12 9:30 A.M. Coffee	PRESS PREVIEW: LINE- FOR-LINE IMPORTS Ohrbach's Paris and Italian import reproductions. By invitation. (For Release, Fri., Sept. 13.) Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	5TH FLOOR
Thursday Sept. 12 12:30 P.M. Luncheon	INTERNATIONAL FASHIONS AT LUNCHEON SHOW Showing of international boutique and ready-to-wear fashions. Also, special fashions for dogs. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Mark Cross Publicity: Diana Gilbey, SU. 7-4000. Coordinator: Mary Alice Rice, PL. 2-5726.	MARK CROSS	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 12 2:00 P.M.	CRUISE AND EARLY SPRING COLLECTION Junior fashions--Holiday, cruise, and early Spring costumes, designed by Betty Carol. By invitation. Continuous thereafter. Contact: Bettye Whiteman, CH. 4-7373.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Friday Sept. 13 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS Fashions by Gigliola Curiel of Milan and Bernard Newman of the United States. By invitation. (For Release, Mon., Sept. 16.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 16	BERGDORF GOODMAN RELEASE DATE--Curiel and Newman fashions. (See Above)		
Monday Sept. 16 3:00 P.M. Sherry	PREVIEW: BRITISH TWEEDS AND IMPORTS Press preview of Best's British tweeds and import collection. By invitation. (For Release, Thurs., Sept. 19.) Publicity: Joan Powers, PL. 9-2000.	BEST & CO.	12TH FLOOR RECREATION ROOM
Monday Sept. 16; Sept. 17 3:30 P.M.	HOLIDAY AND RESORT DRESS COLLECTION Showing of Anne Fogarty's Holiday and Resort collection, Sept. 16 and 17 at 3:30 P.M. (Note Change Of Dates.) By invitation. Thereafter daily informal showings. Contact: Paula Gregoriade, LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Monday Sept. 16	OPENING: HOLIDAY AND RESORT COLLECTION Continuous daily showings of Holiday and Resort dresses and costumes, including floor-length, designed by Mort Mogel. Publicity: Florence Judson, BR. 9-0965.	PARNES-FEINSTEIN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Sept. 16	OPENING OF RESORT COLLECTIONS Members include: Alper Schwartz, Ben Barrack, Paul Blumenstein, Cameo Evening, Five-Thirty P.M., Robert Goldberg, Grobe, Kay-Selig, Parnes-Feinstein, Abe Schrader, Mort Schrader, Jerry Silverman, Frank Starr, Young Viewpoint Dresses and Knits, Murray Zenkel. Contact: WI. 7-7125.	FASHION ORIGINATORS GUILD OF AMERICA, INC.	INDIVIDUAL SHOWROOMS
Weeks Of Sept. 16 And Sept. 23	INFORMAL SHOWINGS: RESORT-SUMMER SWIMWEAR Private showings for two weeks, presenting misses and junior swimwear, sun dresses, and sportswear for Resort and Summer. Resident buyers, Wed., Sept. 25 at 4:00 P.M. By invitation and appointment. Contact: BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	NEW YORK HILTON PRESIDENTIAL SUITE
Tuesday Sept. 17 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW OF NEW "GALLERIA" Opening of I. Miller's new "Galleria," featuring a collection of imported shoes. By invitation. (For Release, Mon., Sept. 23.) Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	I. MILLER	734 FIFTH AVENUE AT 57TH STREET
Tuesday Sept. 17 10:00 A.M.	PREVIEW: RESORT-EARLY SPRING COLLECTION Resort and early Spring coats, suits, and ensembles at a preview for press and buyers. By invitation. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Sept. 17 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. (For Release, Wed., Sept. 18.) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	609 FIFTH AVENUE SALON - 8TH FLOOR
Tuesday Sept. 17 1:00 P.M.	PREVIEW: HOLIDAY AND RESORT FASHIONS Preview of Holiday and Resort late-day and formal fashions. Also, Tuesday, Sept. 24 at 1:00 P.M. By invitation. Continuous thereafter. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 17 2:00 P.M.	RESORT AND EARLY SPRING COATS Opening of Resort and early Spring collection of coats by Originalala.	ORIGINALALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday Sept. 17 2:30 P.M.	SHOWING OF 1963 FUR COLLECTION Presentation of Ben Kahn's collection, including sport furs.	BEN KAHN	SHERATON-EAST HOTEL DIPLOMAT SUITE
Tuesday Sept. 17 3:00 P.M.	PRESS PREVIEW: FALL- WINTER COLLECTION Preview of Elizabeth Arden's Fall-Winter collection, designed by Oscar de la Renta.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
	(For Release, Thurs., Sept. 19.) Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.		
Tuesday Sept. 17 4:00 P.M. Cocktails	PREVIEW: HOLIDAY, CRUISE AND SPRING FASHIONS White Stag will present Holiday, Cruise, and Spring 1964 sportswear fashions at a preview for press and buying offices.	WHITE STAG	HOTEL PIERRE BALLROOM
	By invitation only. Publ.: Claire De Kupsa or Roberta Berk, BR. 9-1972.		
Tuesday Sept. 17 4:00 P.M. Cocktails	OPENING: HOLIDAY- CRUISE COLLECTION Malcolm Starr will present the Frank Starr Originals Holiday-Cruise collection, designed by Elinor Simmons and Celia Phillips.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Thereafter Sept. 24 and 26 at 4:00 P.M. By appointment. Contact: Marion Auley, LA. 4-7690.		
Tuesday Sept. 17 4:00 P.M. Cocktails	PREVIEW OF ART EXHIBITION International exhibition of world-wide fine art and original oil paintings.	GIMBELS	4TH FLOOR AUDITORIUM
	By invitation. (For Release, Fri., Sept. 20.) Publicity: Margot Infantino, LO. 4-3300.		
Wednesday Sept. 18 9:30 A.M. Coffee	PRESS PREVIEW: READY- TO-WEAR IMPORTS Preview for the press of Macy's "Made-in-Europe" ready-to-wear collection.	MACY'S NEW YORK 13TH FLOOR	3RD FLOOR EXEC. DINING ROOM
	By invitation. (For Release, Fri., Sept. 20.) Publicity: Joan Springler, OX. 5-4400.		
Sept. 18	ROSH HASHONAH (Jewish Holiday--begins at sundown. First day Thurs., Sept. 19)		
Sept. 19	ELIZABETH ARDEN'S RELEASE DATE--Fall-Winter fashions. (See Above)		
Sept. 19	BEST'S RELEASE--British tweeds and imports. (Preview, Sept. 16--See Pg. 6)		
Sept. 20	MACY'S RELEASE DATE--"Made-in-Europe" ready-to-wear collection. (See Above)		
Sept. 20	GIMBELS RELEASE DATE--Art and paintings. (Preview, Sept. 17--See Above)		
Friday Sept. 20 10:30 A.M. Coffee	PRESS PREVIEW OF CHILDREN'S IMPORTS Preview of children's import fashions to the press.	GIMBELS	2ND FLOOR CHILDREN'S WORLD
	By invitation. (For Release, Fri., Sept. 27.) Publicity: Margot Infantino, LO. 4-3300.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 23	I. MILLER RELEASE DATE--New "Galleria". (Preview, Sept. 17--See Pg. 6)		
Sept. 23	NATIONAL SWEATER WEEK. Contact: Knitted Outerwear Foundation, MU.3-7520.		
Monday	PRESS PREVIEW:	SAKS FIFTH AVENUE	5TH FLOOR
Sept. 23	PAULETTE MILLINERY		
9:30 A.M.	Preview for the press of Paulette's millinery for Fall. By invitation.		
Coffee	(For Release, Tues., Sept. 24.) Publ.: Helen O'Hagan, PL. 3-4000.		
Beginning Monday	RESORT AND EARLY SPRING COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Sept. 23	Resort and early Spring coats, suits, ensembles, designed by David Kidd.		
11:30 A.M.	Showings at 11:30, Sept. 23, 24, 25, Oct. 1 and 2. Contact: Virginia Yost, LA. 4-3404. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.		
Monday	PREVIEW: HOLIDAY-RESORT COLLECTION	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Sept. 23	One showing only of Holiday and Resort collection. Contact: Leroy Grayson, CH. 4-3488.		Continuous thereafter.
3:30 P.M.			
Tuesday	PRESS PREVIEW OF FUR FASHIONS	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Sept. 24	Georges Kaplan's press preview of Fall and Winter fur fashions, introducing world premiere of two new furs. Showing at 10:00 A.M. By invitation.		
9:30 A.M.	Contact: Miss Hoerig, CI. 6-3416.		
Breakfast			
Tuesday	OPENING: RESORT COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Sept. 24	Showings at 10:00, Sept. 24, 25, 26. By reservation. Contact: LA. 4-7626.		
10:00 A.M.			
Tuesday	SWIMWEAR FASHIONS FOR 1964	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Sept. 24	Preview for the press and buyers of Rose Marie Reid 1964 swimwear collection. By invitation. Publicity: Virginia Dickson, PE. 6-6275.		
12:00 Noon			
Luncheon			
Tuesday	OPENING: RESORT AND HOLIDAY COLLECTION	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Sept. 24	Showings Sept. 24, 25, 26 at 12:00 Noon. By reservation. Contact: LA. 4-5800.		
12:00 Noon			
Tuesday	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR
Sept. 24	Preview of Fall-Winter fur fashions. By invitation. (For Release, Thurs., Sept. 26.) Contact: Joseph J. Davis, CI. 5-0322. Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.		
3:00 P.M.			
Tuesday	PREVIEW OF SWIMWEAR AND PLAYWEAR	JANTZEN, INC. (261 MADISON AVE.)	SHERATON-EAST HOTEL BALLROOM
Sept. 24	Preview of women's swimwear and playwear for 1964. By invitation.		
4:00 P.M.	Contact: Barbara Renning (buyers). Publicity: Kathy Russo, OX. 7-0811.		
Cocktails			
Tuesday	BENEFIT PREVIEW FOR L'ENTR'AIDE	BLOOMINGDALE'S	THROUGHOUT STORE
Sept. 24	"Tradition"--annual storewide presentation of European imports at benefit preview for L'entre'aide Francaise. Tickets: \$5.00. By invitation.		
6:15 P.M.	(For Release, Wed., Sept. 25.) Publ.: Louise Langdon, PL.2-1212, Ext. 7205.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 25 12:30 P.M. Luncheon	READY-TO-WEAR IMPORTS AT LUNCHEON SHOW Luncheon showing of Macy's made-in-Europe collection. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Macy Publicity: Joan Springler, OX. 5-4400. Fashion Show Dir.: Mary Alice Rice, PL. 2-5726.	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
Sept. 25	COLE OF CALIFORNIA SWIMSUIT SHOW FOR RESIDENT BUYERS AT 4:00, N.Y. HILTON.		
Wednesday Sept. 25 5:00 P.M.	PREVIEW: REVILLON FUR FASHIONS Revillon's fur fashions, presented by Saks Fifth Avenue. By invitation. (For Release, Thurs., Sept. 26.) (Note Change of Date and Time.) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR
Sept. 26	REISS & FABRIZIO RELEASE DATE--Fur fashions. (Preview Sept. 24--See Pg.8)		
Thursday Sept. 26 9:30 A.M. Coffee	PRESS PREVIEW OF "LEISURE HOMES" Preview for press of furnished homes for leisure living. By invitation. (For Release, Mon., Sept. 30.) Publ.: Mary Boyle, OX. 5-4400, Ext. 2683.	MACY'S	13TH FLOOR EXECUTIVE DINING ROOM
Thursday Sept. 26 10:30 A.M.	RESORT AND EARLY SPRING COLLECTION Showings at 10:30 A.M., Thurs., Sept. 26 and Tues., Oct. 1. By reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Sept. 26 11:30 A.M.; 4:00 P.M.	PREVIEW: RESORT AND SUMMER SWIMSUITS Roxanne will preview their Resort and Summer swimsuits at two showings, Sept. 26 at 11:30 A.M. and 4:00 P.M. By invitation. Contact: Eleanor McKay, OR. 9-8060.	ROXANNE SWIMSUITS CO. (1407 BROADWAY)	PLACE TO BE ANNOUNCED
Thursday Sept. 26 12:15 P.M. Luncheon	LUNCHEON AND "STRETCH SEMINAR" Chemstrand will be host at luncheon and fashion showing of stretch fashions, followed by seminar at 1:30 P.M. Panel discussion on stretch by experts in fibers, fabrics, and fashion. For press and trade, by invitation. Publicity: Mary Ann Zimmerman, Bell & Stanton, PL. 9-4800.	CHEMSTRAND COMPANY (350 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Thursday Sept. 26 12:30 P.M.- 4:00 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Resort, Fall, and ski fashions by Christian Dior, N.Y., available at Saks Fifth Avenue. For benefit of St. Barnabas Hospital. Show at 2:45 PM. Reservations--\$5.00; contact: Mrs. Betty Merrill, CY. 5-2000. Dior Contact: Mary MacFadden, LO. 4-9220.	CHRISTIAN DIOR, N.Y. (498 SEVENTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday Sept. 26 4:00 P.M. Cocktails	PREVIEW: MEN'S SWIM AND BEACH FASHIONS "Jantzen Men's Smoker"--Spring and Summer showing of men's swimwear and playclothes. By invitation. Publicity: Kathy Russo, OX. 7-0811.	JANTZEN, INC.	TIME & LIFE BLDG. 2ND FLOOR--AUDITORIUM
Thursday Sept. 26 4:00 P.M.- 6:00 P.M.	"WHAT MOTIVATES MEN TO BUY?" Speakers: Myron Blumenfeld, Toiletries Buyer, Bloomingdale's; Samuel Ferber, Advertising Manager--Esquire Magazine; Richard Schneider, Vice President--Broadstreet's. Members--\$3.00; non-members--\$4.50. Contact: Annette Green Assoc., 101 Park Ave., MU. 4-4911.	THE FRAGRANCE FOUNDATION	HOTEL DRAKE DEVON ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 26 5:00 P.M. Cocktails	SPECIAL PREVIEW: CRUISE COLLECTION "Sun Lane Cruise Collection"--Jerry Silverman's cruise fashions, designed by Shannon Rodgers, will be presented aboard the S.S. Constitution. By invitation. Contact: Jean Dionne, CH. 4-4940 or CH. 4-7522.	JERRY SILVERMAN (530 SEVENTH AVENUE)	S.S. CONSTITUTION PIER 88
Thursday Sept. 26 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARD Twenty-first annual award, this year to Bill Blass and Rudi Gernreich. Also, special awards to fur designer Betty Yokova of A. Neustadter & Sons; and Arthur and Theodora Edelman of Fleming-Joffe. <u>Fashion show at 9 P.M.</u> By admission ticket only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Sept. 27	GIMBELS RELEASE DATE--Children's imports. (Preview Sept. 20--See Pg. 7)		
Friday Sept. 27 10:30 A.M.	PRESS PREVIEW: RESORT BOUTIQUE COLLECTION John Weitz will preview his boutique collection for Resort and Cruise. By invitation. Contact: Virginia Scovill, LO. 3-4920.	THE JOHN WEITZ BOUTIQUE (533 SEVENTH AVENUE)	REGENCY HOTEL PARK AVE. & 61ST STREET
Sept. 27	YOM KIPPUR (Jewish Holiday--begins at sundown. <u>Holiday, Sat., Sept. 28.</u>)		
Sept. 30	MACY'S RELEASE DATE--Leisure homes. (Preview, Sept. 26--See Pg. 9.)		
Monday Sept. 30 12:00 Noon	PRESS PREVIEW: MADE- TO-ORDER FUR FASHIONS Fall-Winter made-to-order fur fashions, designed by Emeric Partos. By invitation. (For Release, Tues., Oct. 1.) Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Monday Sept. 30 5:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions for the press. By invitation. (For Release, Wed., Oct. 2.) Publicity: Vera Bacal, PL. 3-8421. Customer showing Tues., Oct. 1 at 3:00 P.M. Contact: Mrs. S.K. Steffan, CI. 7-1388.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Tuesday Oct. 1 11:30 A.M.& 4:00 P.M.	TWO SHOWINGS OF 1964 SWIMWEAR Two showings of Darlene swimwear: 11:30 A.M. (buffet) and 4:00 P.M. (cocktails). By invitation. Contact: Jean Sessions, BR. 9-9400.	DARLENE KNITWEAR, INC. (1407 BROADWAY)	PLACE TO BE ANNOUNCED

SPRING OPENINGS BY LOS ANGELES FASHION GUILD IN LOS ANGELES

Tuesday Oct. 1- Oct. 9	Oct. 1: 9:30 A.M. De De Johnson. Oct. 3: 10:00 A.M. Mr. Blackwell. Oct. 4: 11:30 A.M. Oscar of Beverly Hills. Oct. 6: 9:30 A.M. Mike Anthony; 11:30 A.M. Maxwell Shieff; 1:30 P.M. Elis Porter; 2:45 P.M. Yvonne; 4:15 P.M. Michael Novarese; 6:00 P.M. Helga. Oct. 7: 8:30 A.M. Werle; 10:30 A.M. Marusia; 11:00 A.M. Bettina; 1:30 P.M. Travilla; 3:00 P.M. Helen Rose; 4:30 P.M. Irene; 6:30 P.M. Kilpatrick; 8:30 P.M. Cooper Couture. Oct. 8: 8:30 A.M. Peggy Hunt; 10:30 A.M. Pat Premo; 11:00 A.M. Louis Margliano; 1:30 P.M. Dorell; 2:30 P.M. Stanley Nelson; 4:30 P.M. Georgia Bullock. Oct. 9: 1:00 P.M. Annette, Whittier; 4:00 P.M. Don Loper Couture; 4:30 P.M. Annette Bullock. Contact: Barbara Trister, 819 Santee Street, Los Angeles.
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Oct. 2 MAXIMILIAN RELEASE DATE--Fall-Winter furs. (Preview Sept. 30--See Above)

1964

JANUARY							FEBRUARY							MARCH						
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